

## CLAIMS

What is claimed is:

1. A method for collecting data to forecast sales in a supply chain, comprising:
- a) receiving data from a plurality of stores of a supply chain utilizing a network, the data relating to an amount of goods sold by the stores;
  - b) collecting information relating to a plurality of variables selected from the group consisting of: weather, competitor activity, a marketing calendar, cyclical sales, historical performance of products and elements of marketing support;
  - c) processing the data based on the information relating to the variables; and
  - d) generating a forecast of sales based on the processing.
2. The method of claim 1, wherein the variables include each of weather, competitor activity, and a marketing calendar.
3. The method of claim 1, wherein the information relating to the weather includes weather forecast.
4. The method of claim 1, wherein the information relating to the competitor activity includes a forecast of a promotion of a competitor.
5. The method of claim 1, wherein the information relating to the marketing calendar includes a forecast of a promotion of the stores.
6. The method of claim 1, wherein the network includes the Internet.
7. A system for collecting data to forecast sales in a supply chain, comprising:
- a) logic for receiving data from a plurality of stores of a supply chain utilizing a network, the data relating to an amount of goods sold by the stores;

4 b) logic for collecting information relating to a plurality of variables selected from  
5 the group consisting of: weather, competitor activity, a marketing calendar,  
6 cyclical sales, historical performance of products and elements of marketing  
7 support;

8 c) logic for processing the data based on the information relating to the variables;  
9 and

10 d) logic for generating a forecast of sales based on the processing.

1 8. The system of claim 7, wherein the variables include each of weather, competitor  
2 activity, and a marketing calendar.

1 9. The system of claim 7, wherein the information relating to the weather includes  
2 weather forecast.

1 10. The system of claim 7, wherein the information relating to the competitor activity  
2 includes a forecast of a promotion of a competitor.

1 11. The system of claim 7, wherein the information relating to the marketing calendar  
2 includes a forecast of a promotion of the stores.

1 12. The system of claim 7, wherein the network includes the Internet.

1 13. A computer program product for collecting data to forecast sales in a supply  
2 chain, comprising:

3 a) computer code for receiving data from a plurality of stores of a supply chain  
4 utilizing a network, the data relating to an amount of goods sold by the stores;

5 b) computer code for collecting information relating to a plurality of variables  
6 selected from the group consisting of: weather, competitor activity, a marketing  
7 calendar, cyclical sales, historical performance of products and elements of  
8 marketing support;

- 9 c) computer code for processing the data based on the information relating to the  
10 variables; and  
11 d) computer code for generating a forecast of sales based on the processing.

1 14. The computer program product of claim 13, wherein the variables include each of  
2 weather, competitor activity, and a marketing calendar.

1 15. The computer program product of claim 13, wherein the information relating to  
2 the weather includes weather forecast.

1 16. The computer program product of claim 13, wherein the information relating to  
2 the competitor activity includes a forecast of a promotion of a competitor.

1 17. The computer program product of claim 13, wherein the information relating to  
2 the marketing calendar includes a forecast of a promotion of the stores.

1 18. The computer program product of claim 13, wherein the network includes the  
2 Internet.